

**Erasmus Course List 2018/2019 Spring - Budapest Metropolitan University**

Subject Name	Requirements	Lecture	Seminar	Evaluation	ECTS points	Institute	Program (Category)	BA/MA	Semester	Remarks	Notes
Academic Writing	-	0	2	Seminar	3	Institute of Foreign Languages	Non-art	BA/MA	Spring	The aim of this course is to equip students with the necessary writing skills to successfully write their thesis or dissertation in English. Throughout this course, students will develop their academic language and writing style as they are walked through the process of writing a research paper in their chosen discipline. The topics and order in which they are taught are subject to change based on students' needs.	max. 10 students
Advanced English	-	0	4	Seminar	4	Institute of Foreign Languages	Non-art	BA/MA	Spring	The aim of the subject is to prepare students for the available and approved C1 level English exams, both for the written and oral parts, putting emphasis on incorporating the latest topics/themes. After the so-called intermediate plateau, it is a demanding task for most students to take their knowledge to a higher level, even though nowadays it is a must in an international environment. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent communication and understand even business-related texts and topics. They are also expected to do individual research into certain topics.	max. 7 students
Anthropology of Communication	-	2	0	Lecture	4	Institute of Communication Studies	Non-art	MA	Spring	The aim of the course is to discover the origins of cultural diversity and the reasons for its increase in the modern world which – as opposed to the assumption that the global village will bring about a homogeneous world – now witnesses the proliferation of different ethnic and cultural identities. During the course special attention is paid to the role of communication in the above process through investigating certain key concepts such as memory, space, contact, change, migration, conflict, boundaries and symbols as well as to various ideas related to ethnicity.	max.10 students
Applied Statistics	-	0	2	Seminar	3	Institute of Methodology	Non-art	BA	Spring	Statistics must become familiar with methods of complex statistical analysis suitable for description of interrelations among economic phenomena, theoretical and practical problems of statistical methods. It prefaces the understanding and use of methods appearing in professional subjects.	max. 10. students
Artistic Communication	-	0	2	Seminar	4	Institute of Communication Studies	Non-art	MA	Spring	The main objective of this course is to provide students with the tools they need to understand the special (visual and audio visual) codes, specific areas and issues of contemporary artistic communication.	max. 5 students
Basic Media Studies	-	0	2	Seminar	3	Institute of Communication Studies	Non-art	BA	Spring	This course is designed to give an introduction to media ethics, the role that the media currently plays in our social lives, and the impact of media on the mentality, attitude, behaviour of media conglomerates.	max. 5 students
Basics of Law	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	To familiarize students with the principles and logic of law, the characteristics of different legal systems (with particular regard to the civil law system) and their relation to international law and EU law, as well as the basics of human rights. Part I of the lectures provides an introduction to basic legal concepts and systems. Part II of the lectures deals with basics of international relations, human rights and European Union Law.	max. 5 students
Between East and West	-	0	2	Seminar	3	Institute of Foreign Languages	Non-art	BA	Spring	The aim of the course is to familiarize students with the concept, idea and reality of Central Europe as a distinct region between Eastern and Western Europe through milestones in the social and political history of the region. The course focuses on the key actors and events representing meeting points between various histories, languages, discourses and societies. The main aim of the course is to discuss the issues mentioned above from a multidisciplinary approach in order to raise intercultural awareness thus facilitating the smooth integration of foreign students into the local environment. In addition, students shall acquire the academic vocabulary that enables them to converse about social, political and cultural issues and processes.	max. 15 students
Business and Economic terminology II.	Business and Economic terminology I.	0	4	Seminar	5	Institute of Foreign Languages	Non-art	BA	Spring	This course is tailored to give insight into economic and business studies. It provides students with the basic concepts and practices of economics and business. Students are expected to analyze texts and answer questions referring to specific issues arising from the topics discussed. The course is interactive and helps students learn the vocabulary and techniques necessary for appropriate and fluent business communication.	max. 7 students
Business Development	-	2	0	Lecture	4	Institute of Business	Non-art	BA	Spring	The course covers the process of starting a new business (if the class is specifically about business this should be added, as the current language is very broad) venture in the real world, how to improve it, how to grow, and how to successfully harness the model for future use.	max. 8 students
Business English	-	0	4	Seminar	5	Institute of Foreign Languages	Non-art	BA/MA	Spring	This course is tailored to give insight into the basics of economic and business studies, and it provides the students with the basic concepts and practices of the subject. Students are expected to analyze texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent business communication and understand business-related texts and topics. They are also expected to do individual research into certain topics.	max. 7 students
Business Law	Basics of Law	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The aim of the lecture is to provide students with an overview of Business Law, especially European Business Law. Participants will acquire the necessary legal framework at the level of substantial law and its implications at national and international level. The course will enable them to understand the different sources of Business law, and will make them be able to communicate and cooperate with business in an easier way.	max. 10. students
Calculus for Business and Economics	-	2	2	Lecture and Seminar	7	Institute of Methodology	Non-art	BA	Spring	The objective of the course is to equip students with the mathematical tools necessary for following core economic and business subjects and solving analytical problems in Economics.	max. 10. students
Calculus for Business and Economics II.	Calculus for Business and Economics I.	2	2	Lecture and Seminar	6	Institute of Methodology	Non-art	BA	Spring	The objective of this course is to equip students with the standard tools in probability calculus necessary to carry out various economic, statistical and business calculations of probabilistic nature.	max. 10. students
Catering and Gastronomy Studies	-	2	0	Lecture	4	Institute of Tourism and Marketing	Non-art	BA	Spring	The aim of this course is to provide students with basic knowledge about catering and hospitality businesses, introducing the history and development of Hungarian and international catering, their milestones, definition, content, goals and duties, areas of activities, areas of business within catering, personal and technical assets, and also the specific features of hospitality and culinary businesses/outlets. Topics include trends in gastronomy, national, fusion and international cuisines and beverages and their visions. The course also focuses on healthy food and drink concepts including organic goods), religious requirements and special needs for people with allergies and food sensitivity.	max. 10. students
Change and Crisis Management	-	2	2	Lecture and Seminar	6	Institute of Business	Non-art	MA	Spring	The goal of this course is to help students understand change and crisis management. Students will also learn how to recognise these circumstances and how to adequately react to them.	max. 10 students
Communication II.	-	2	0	Lecture	3	Institute of Communication Studies	Non-art	BA	Spring	This course introduces students to the history of communication research and mass media both in Hungary and internationally.	max. 20 students
Contrastive cultures I.	-	2	0	Lecture	4	Institute of Foreign Languages	Non-art	BA	Spring	The aim of this course is to offer a broad overview of the English and American civilizations by highlighting various aspects of the rich heritage of both cultures (eg. government, political system, geography, history, literature, famous politicians and other personalities) as well as by covering some key features of both modern societies (eg. music, sport, mass media, food and festivities). The course also aims to provide students with the necessary vocabulary they need to be able to discuss these topics.	max. 15 students
Economic Analysis	Finance II. (Corporate Finances) Accounting II.	2	2	Lecture and Seminar	6	Institute of Business	Non-art	BA	Spring	This course is designed to provide an introduction to the principles and methods of economic analysis.	max. 10 students
Economic Communication	-	2	0	Lecture	5	Institute of Foreign Languages	Non-art	BA	Spring	This course is tailored to give insight into economic communication and it provides the students with the basic concepts and practices of the subject. Students are expected to analyze texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent business communication.	max. 25 students

Effect Mechanisms of Interpersonal Communication	-	2	0	Lecture	4	Institute of Communication Studies	Non-art	MA	Spring	The course aims to give an introduction to main questions of interpersonal communication. It covers topics such as basic processes and functions as well as application of interpersonal communication research in different contexts.	max. 10. students
English Skills Development	-	0	4	Seminar	4	Institute of Foreign Languages	Non-art	BA/MA	Spring	This course is tailored to develop all the four skills and to make students be able to use English as a foreign language in an academic context as well. Students are expected to analyse texts and answer the questions referring to the direct issues arising from the topics. The course is interactive and helps students learn the vocabulary and techniques necessary for a correct and fluent every day, business and academic communication and understand the relevant texts and topics. They are also expected to do individual research into certain topics.	max. 7 students
EU Policies	Introduction to EU Integration	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The aim of this course is to become acquainted with the history and development of European integration, its institutional system, and EU policies.	max. 25 students
Finance II. (Corporate Finance)	Finance I. (Introduction to Finance), Accounting I.	2	2	Lecture and Seminar	7	Institute of Business	Non-art	BA	Spring	The aim of this course is to introduce students to the modern concepts of corporate finances through both theory and practice. After the course, students will be able to make carefully considered financial decisions for financing a company and investing in financial assets.	max. 10. students
Financial Auditing	-	2	0	Lecture	3	Institute of Business	Non-art	BA	Spring	The aim of this course is to introduce the students to the modern concepts of financial auditing through both theory and practice.	max. 5 students
Global Cultural Anthropology	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	Cultural Anthropology studies human nature, as well as the countless imagined realities humans have created: religion, state, money, morality etc. By now, globalization has become a fact and not an option that can no longer be stopped or reversed. It has unified mankind into one civilization but has also created tremendous tension in most human communities and is endangering the future of our planet. In a truly multidisciplinary fashion, using the latest knowledge gained from Biology, Psychology, Genetics, Sociology, Cognitive Neuroscience, Economics and Game Theory, the course will try to synthesize our current scientific understanding of humanity and human societies. Every one of us feels that mankind is approaching a crossroad and either we must find solutions for the globalized world order or we will perish. Students will be expected to contribute finding answers and solutions.	max. 10 students
Globalization and Regions in World Economics	International Economics	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The aim of this course is to reflect on the current world economic trends and to elaborate on the changes occurring in various economic regions. The course has two main components. The first part of the course provides an account of the main themes and facts, which form current international political theory and world economic events. The second part of the course gives an account of the main regional organizations, which have the greatest effect on the population living in those areas. Thus we shall be analyzing the major regional organizations and the economic and political effects they have on regional businesses and on the various countries of the region.	max. 10 students
History of Modern International Relations	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The goal of this course is to provide an overview of the major transformations in international history since around 1500 that shaped our present. The approach adopted here blends the need to cover the major historical developments over a relatively long time period with a focus on a selected number of issues central to contemporary global politics.	max. 5 students
Human Resources Management	Management and Organization	2	0	Lecture	4	Institute of Business	Non-art	BA	Spring	The aim of this course is to introduce students to the concepts and functions of human resource management, and to investigate the relationship between the management of human resources and corporate business strategies.	max. 3 students
Hungarian as a Second Language I.	-	0	4	Seminar	4	Institute of Foreign Languages	Non-art	BA/MA	Spring	This course is a beginner Hungarian language course for foreigners staying in Hungary for a longer period of time. It introduces students to basic communication skills, sounds, pronunciation, and language structures. This course also introduces students to the most important aspects of Hungarian culture and civilization.	max. 25 students
Informatics I.	-	0	2	Seminar	3	Institute of Methodology	Non-art	BA	Spring	I. Theme: requires the students to use word processing applications to produce advanced large documents, to apply different formatting tools, to create tables and insert images, be able to create mail merged documents and work with footnotes, endnotes and captions, create a table of contents. Collaborate on and review documents. II. Theme: the students should be able to plan and design presentations with presentation processing applications, create and modify templates, using drawing, image, and animations tools. Be able to use web 2.0 tools, be able to create, collaborate and share presentations. III. Theme: The aim of this theme is to enable students to find, download, clean the necessary data from online sources to spreadsheet application. They should be able to solve simple statistical problems, make pivot table, graphs and charts.	max. 10. students
Informatics II.	Informatics I.	0	2	Seminar	3	Institute of Methodology	Non-art	BA	Spring	The aim of this course is to enable students to understand the concept of spreadsheets and how to use spreadsheets efficiently. The students have to solve economic problems using formulas and functions. They also have to solve statistical financial problems using graphs and charts.	max. 10. students
Innovation and Knowledge Management	-	2	0	Lecture	3	Institute of Business	Non-art	MA	Spring	In the Innovation and Knowledge Management class you'll gain a wide understanding of how very important the role of human knowledge plays in the Business Strategies of the 21st Century. Focusing on the knowledge-transfer and innovation cycles, you'll gain a deeper understanding of the nature of several types of learning processes and the key factors of real understanding and innovation.	max. 5 students
Intercultural Communication through Central European Film 1957-2010	-	0	4	Seminar	4	Institute of Foreign Languages	Non-art	BA	Spring	The aim of this course is to raise awareness, identify sensitive issues, observe & interpret body language, and to compare cultures by discussing Central European films, 1957-2010. We will survey major directors and their key films, mostly from Hungary but also from Poland, Romania, the former Czechoslovakia, and Yugoslavia.	max. 15 students
International Business Strategies and Competitiveness	International Economics	2	0	Lecture	3	Institute of Business	Non-art	BA	Spring	The aim of this course is to give students an introduction on how economic decisions of states are made in a globalized international environment.	max. 5 students
International Law	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The courses will focus on the origin and concept of IL. its aim and contemporary application. Familiarisation with public international law, impact on daily diplomacy and politics. With concrete examples we shall analyse the definition, of IL, the law of treaties and recognition of new states, succession of states and the role of natural persons in IL.	max. 5 students
International Negotiation Techniques	-	0	2	Seminar	4	Institute of Social Sciences and International Relations	Non-art	BA	Spring	This course focuses on professional business negotiations, describing how culture impacts negotiations and numerous techniques business people use around the world. It also provides country- specific information about the use and effectiveness of the different techniques.	max.10 students
International Transactions	Finance I. (Introduction to Finance), International Economics	2	0	Lecture	3	Institute of Business	Non-art	BA	Spring	International business transactions demand more and more special skills and understanding of international problems from managers and entrepreneurs.	max. 5 students
Introduction into Business Tourism	-	2	0	Lecture	5	Institute of Tourism and Marketing	Non-art	BA	Spring	This course aims to introduce students to the world of business tourism and highlight the importance of the field. We will conduct detailed analysis of business motivated trips, learn about the basics of MICE products, and examine the role motivation has on efficiency in this unique field.	max. 10. students
Introduction into Health Tourism	-	2	0	Lecture	5	Institute of Tourism and Marketing	Non-art	BA	Spring	This course focuses on the development of health tourism. This includes wellness and spa hotels, thermal baths, and spa destinations and resorts. There will first be an analysis of typologies of health tourism such as medical tourism, spa tourism, and wellness tourism. Typical destinations and products will be identified, as well as target markets. The course will also examine the nature of planning for health and wellness tourism, including developing and designing wellness hotels, spa resorts and medical tourism destinations.	max. 10. students
Introduction to e-business	-	2	0	Lecture	3	Institute of Business	Non-art	BA	Spring	The objective of this course is to equip students with the necessary tools to be able to turn their ideas of starting an online business into a reality. The subject describes from a business point of view how to plan, operate, design and finance a successful internet based business.	max. 10 students
Introduction to EU integration	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The aim of the course is to introduce the EU integration process from the end of World War II to the present focusing on the evolution and architecture of the European Union including its geography, history, institutional framework, enlargement, the single market and the four freedoms etc.	max. 30 students

Japanese Business and Culture	-	0	2	Seminar	3	Institute of Foreign Languages	Non-art	BA	Spring	As Japanese companies increasingly internationalize, business people everywhere are becoming more involved in and challenged by negotiations with the Japanese. This module aims to examine all the background factors that might influence negotiation, and tries to give an inside look into how Japanese people negotiate, revealing the hidden dynamics of Japanese business communication. The module also gives an overview of the Japanese business environment and sets out guidelines for more effective negotiations with the Japanese. Methods: Students shall use the Japanese expressions they have acquired in various situations at the beginning of the term. In most classes YouTube videos are used to highlight important issues discussed in class. Each student shall prepare a ppt presentation with video material included.	max. 15 students
Leisure and Tourism Studies II.	Leisure and Tourism Studies I.	2	0	Lecture	3	Institute of Tourism and Marketing	Non-art	BA	Spring	The aim of the course is to provide a complete synthesis of the fundamental elements and concepts of tourism theory, from its beginnings through to the major impacts it has on today's global community, the environment and the economy. The following key concepts are being introduced: the development of tourism, tourism supply and demand, and sectors involved: transport, accommodation, and government. The course also includes the tourism planning and development as the necessary keys of a successfully expanding tourism industry.	max. 10. students
Logistics	-	2	0	Lecture	3	Institute of Business	Non-art	BA	Spring	The aim of this course is to provide comprehensive and competitive basic knowledge on logistics principles.	max. 10 students
Macroeconomics	-	2	2	Lecture and Seminar	7	Institute of Business	Non-art	BA	Spring	The general objective of this course is to equip students with the conceptual and analytical tools necessary to understand how the economy works as a whole and what governments can and should do to influence the level of economic output, prices and unemployment.	max. 5 students
Management Models and Systems	-	2	0	Lecture	3	Institute of Business	Non-art	MA	Spring	In Management Models and Systems, we'll analyze the elements of management and leadership and put them into a working and practical system in order to be able to properly and effectively employ them in different situations and circumstances.	max. 5 students
New Media Theory	-	2	0	Lecture	4	Institute of Communication Studies	Non-art	MA	Spring	We are going to discuss the pleasure of participation as providing meaning, knowledge and content via creation of participants in an interactive media environment. We would like to emphasize the role of joy and the role of participation in New Media. Social media sites such as Facebook integrate all the benefits of the web 3.0 inventions in one place. Social media offers users the opportunity to provide information and share media content to be shared or liked by the other users daily, unlike the allocation information pattern of the one-way mass communication system. We will talk about the origin of the participatory media, its historical background and the new media theories surrounding it. The course contains a My Story Project Workshop to demonstrate the power of the common content providing process.	max. 5. students
Non-verbal Communication	-	0	2	Seminar	4	Institute of Communication Studies	Non-art	MA	Spring	The aim of the course is to offer students a glimpse into the principles of the perception of body language, the criteria of perception and the expert interpretation of signs. The course focuses on the communication's significance of and possibilities offered by posture, mimicking, gestures, proxemics and paralanguage highlighting differences that can be revealed in their application by various cultures. The course also discusses in what ways and to what extent nonverbal signs may elaborate, change, enrich, substitute or even contradict verbal messages. The course has an important role in improving the efficiency of communication skills and in the conscious shaping of the congruence of verbal and nonverbal messages.	max. 5. students
Organizational Behaviour and Leadership	-	2	0	Lecture	3	Institute of Business	Non-art	MA	Spring	In Organizational Behaviour and Leadership you will gain a practical understanding of what shapes the way organizations function. It will equip you with a better understanding of human behaviour in organizations and the skills and experience to apply your knowledge in real-life situations. Additionally, we will explore the the function and power of leadership.	max. 10. students
Press Analysis	-	0	2	Seminar	3	Institute of Communication Studies	Non-art	BA	Spring	This course introduces the distinctive vocabulary of the Anglo-Saxon press, its most important papers, magazines and online newsmedia. Students should learn the specific grammatical structures characteristic of the language of the press including headlines, abbreviations, new words in English, etc. As part of the class, students will regularly follow the news with the aim of becoming able to discuss current affairs in English.	max. 5 students
Principles of Marketing	-	2	0	Lecture	3	Institute of Tourism and Marketing	Non-art	BA	Spring	Principles of Marketing provides an introductory study of the marketing process in organisations and society. Among other topics, the course examines the marketing environment, consumer behaviour, market research, and the marketing mix.	max. 10. students
Project Management	-	2	2	Lecture and Seminar	6	Institute of Business	Non-art	BA	Spring	The objective of Project Management is to give students practical experience in project work. As well as being introduced to the theoretical background information, students will work on small projects in teams in order to gain hands-on experience in the field.	max. 5 students
Project Management	-	2	2	Lecture and Seminar	6	Institute of Business	Non-art	MA	Spring	The objective of Project Management is to give students practical experience in project work. As well as being introduced to the theoretical background information, students will work on small projects in teams in order to gain hands-on experience in the field.	max. 5 students
Representation Theories	-	2	0	Lecture	4	Institute of Communication Studies	Non-art	MA	Spring	The aim of this course is to introduce the notion of representation in different contexts and its applications. The theoretical approach of the first part of the course will focus on the philosophical, linguistic and semiotic interpretation of representation, but in the second half of the semester we will also deal with visual and cultural implications of the concept. The program familiarizes students with the linguistic approach, especially pragmatics, and the analysis of contemporary visual culture and its social uses. The theoretical basis acquired by the study of representation theories will help students to be more at ease with other theoretical texts.	max. 10. students
Research Methodology	-	0	2	Seminar	4	Institute of Social Sciences and International Relations	Non-art	MA	Spring	The course provides an insight into the theory of science, to the basic notions of epistemology and into the main features of methodology in general. At the end of the semester students get acquainted to the methods of media research. Attendance is mandatory. There will be test on every week and the students are going to present their research proposal at the end of the semester.	max. 5 students
Service Design and Development	-	2	0	Lecture	3	Institute of Tourism and Marketing	Non-art	BA	Spring	This course covers principles, approaches and processes that allow service providers to create services. Businesses need a better understanding of what customers (may) want and how those needs can be fulfilled.	max. 5 students
Social Media Campaigns	-	0	2	Seminar	4	Institute of Communication Studies	Non-art	BA	Spring	In this course, you'll learn the essentials for planning and executing a social media campaigns that supports your social media strategy and goals.  Student Learning Outcomes: • Understand the role of social media campaigns in an overall social media strategy • Identify factors that contribute to social media failures • Use various tools to understand your audience – for an audience-centric campaign plan • Establish an editorial calendar for each platform, with content tailored to the different platforms • Develop a social media campaign that you can put into action or use as a guide for future planning	max. 10. students
Social Psychology	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The aim of this course is to understand the ideas and methods that form the foundation of the field. The course focus on an exploration of the prevailing theories and empirical methods in the study of social psychology.	max. 10 students

Social Studies II.	-	2	0	Lecture	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The course provides the understanding of modern politics from a Rational Choice perspective. This paradigm gives a mainstream insight into key things we know about politics today including collective actions, representation, government, and policy. In addition, it serves an analytical coherence of discussions in line with the objective meeting the requirements of "social studies." We first analyse the opportunities of collective actions: the conditions under which cooperation among individuals for the common interest of a community can emerge and hold up. We then investigate polity, the fundamental forms of a political community. We discuss how multiple levels of government, each with different responsibilities, can be an efficient way to provide public goods. Next, we study how democratic representation can be organized by means of political parties and elections. Finally, we speak about government. Political institutions are the rules of the game. Different political regimes combine different	max. 10 students
Social Studies II. Project	-	0	2	Seminar	3	Institute of Social Sciences and International Relations	Non-art	BA	Spring	The aim of the course is to focus students attention to some of the important areas of interaction and conflict between citizens and the various institutions they have to deal with throughout their lives. The course also aims to increase students' cultural and historical awareness and self-understanding.	max. 10 students
Strategic Management	-	2	2	Lecture and Seminar	6	Institute of Business	Non-art	MA	Spring	Students of this course will get the fully usable knowledge about strategic management. Students will use the methodologies of analysis and will analyze the internal and external situation of certain organizations in any industry or administration.	max. 6 students
Strategic Marketing	Principles of Marketing	2	0	Lecture	3	Institute of Tourism and Marketing	Non-art	BA	Spring	The main objective of the course is to transfer professional marketing knowledge with specific focus on strategic perspectives. In peer group mutual work, not only the language awareness of the field can be developed but also some mutual responsibility. Students will be practicing critical thinking, reflexive judgement, and build confidence in professional skills acquiring special strategic marketing terminology. Through a problem based approach, the importance of corporate strategies are examined, and a number of recent case studies deliver a basis to understanding what policy formulation is, in an argument-based setting. Identities, images, branding, and the processes behind them are analysed and through visual interpretation of various strategies a first hand experience can be guaranteed in the areas of creativity, creative culture as well as the service interface value chain construct.	max. 10 students
Strategic Planning	Management and Organization	2	0	Lecture	3	Institute of Business	Non-art	BA	Spring	Students shall acquire a fully usable knowledge of strategic management using methodologies, analysis and typical solutions. They will learn to analyze the internal and external situations of certain organizations in any industry or administration.	max. 5 students
Taxation Systems	Finance I. (Introduction to Finance)	2	2	Lecture and Seminar	5	Institute of Business	Non-art	BA	Spring	Students will gain knowledge about the subject of the tax system. Students will obtain information about managing public finances and implications of tax laws on the business decisions of tax subjects.	max. 5 students
Techniques of Negotiations and Conflict Management	-	2	2	Lecture and Seminar	6	Institute of Business	Non-art	MA	Spring	The aim of this course is to introduce different negotiating techniques in international and domestic setting, and to provide answers to different questions relevant to the topic. At the same time the course provides knowledge about different conflict management techniques and the optimal ways of using them.	max. 5 students
Visual Culture	-	0	2	Seminar	4	Institute of Communication Studies	Non-art	MA	Spring	The main goal of the course is to provide an introduction to the semiotic aspect of visual communication, including the grammar of visual design and the construction of visual composition. This course will also discuss the concept of visual literacy, the interpretation of still and motion images, and the techniques of visual manipulation. Special attention will be paid to visual persuasion through images in advertising.	max. 5 students